

Retailer saves money while protecting its growing data

OnCue Marketing slashed backup and recovery times by 60 percent and eliminated the need to hire a new full-time IT pro by replacing its tape-based processes with Quest disk backup and deduplication appliances.



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*Rocky Taylor, IT Director
OnCue Marketing*

CUSTOMER PROFILE



Company	OnCue Marketing
Industry	Retail
Country	United States
Employees	950
Website	oncueexpress.com

BUSINESS NEED

To enable its small IT team to protect its rapidly growing data volumes, OnCue Marketing needed to replace its cumbersome, time-intensive tape backup and recovery processes with a reliable, automated solution.

SOLUTION

By deploying two Quest DR Series disk backup and deduplication appliances, OnCue slashed backup and recovery times by 60 percent and can efficiently protect its 3.8TB of data without hiring another full-time IT pro, saving the company \$50,000 annually.

BENEFITS

- Slashes incremental backup time by 60 percent, from two and a half hours to less than an hour
- Enables 67 percent faster restores, in 15 minutes rather than 45
- Saves \$50,000 annually by eliminating the need to hire an additional full-time IT pro

SOLUTIONS AT A GLANCE

- [Data protection](#)

OnCue is a growing innovator in the Oklahoma convenience store market. Created in 2004 by the merger of two well-established companies, OnCue has expanded from 30 locations to more than 65 today, including 50 convenience stores, several compressed natural gas fueling locations, and a small chain of Subway and Dairy Queen restaurants, and it continues to add new locations and nearly 100 new jobs each year. To enable its small IT team to protect its growing data volumes, OnCue relies on Quest DR Series disk backup appliances.

“By automating the entire backup process, the DR appliances eliminated the need to hire another full-time employee — saving the company \$50,000 annually.”

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IT Director
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TAPE-BASED BACKUPS CANNOT SCALE FOR A GROWING BUSINESS

OnCue’s previous backup process was simple, but exceedingly inefficient. All 64 locations sent their data to a SQL database at the headquarters, which was backed up to tape using Veritas Backup Exec. The capital expense of constantly purchasing tapes and replacing tape drives was a minor problem compared to the constant productivity drain for the company’s small IT team.

“It was a huge pain,” recalls Rocky Taylor, IT director for OnCue Marketing. “Somebody had to go and physically swap the tapes out every day. Somebody had to take the tapes offsite once a week for storage. Somebody had to keep track of where we were on all of them. And when we had to restore a file, depending on how far back we needed to go, somebody had to go hunt through the tape library and insert the correct tape. With just four people on the IT team, the impact of all that manual work was huge.”

Moreover, Taylor recognized that the tape backup process was unsustainable moving forward. With the company’s steady expansion, data volumes were growing 18 to 20 percent a year — requiring the IT team to spend more and more of its valuable time creating and managing backup tapes. “In fact,” Taylor says, “I was at a point before where I was going to have to add another employee to do nothing but mess with backups all the time.”

AUTOMATED, DISK-BASED BACKUP AND RECOVERY

Taylor decided to investigate alternatives to tape-based backups, and turned to OnCue’s trusted IT consultant, InterWorks, for advice. InterWorks strongly recommended the Quest DR Series disk backup appliances, and after more research, Taylor decided to move ahead with the solution.

“The Quest DR Series appliances had all the features and functionality we needed,” Taylor explains. “Moreover, unlike the Quorum appliance we also looked at, the Quest appliances worked seamlessly with the Veeam backup software we had chosen.”

To ensure fast backups and enable disaster recovery, OnCue elected to deploy two 27TB Quest appliances: one at the headquarters and the other at a secondary location. Although Taylor had InterWorks install and configure the first appliance, the process was so easy that he elected to deploy the second one himself.

PRODUCTS & SERVICES

HARDWARE

Quest DR Series disk backup and deduplication appliances.

BACKUP TIMES SLASHED BY 60 PERCENT, DESPITE CONTINUED DATA GROWTH

The DR's advanced deduplication and compression enables efficient daily, weekly and monthly replication between the sites, ensuring that the company's 3.8TB of data is fully protected. And the combination of the appliances and the Veeam backup software has slashed backup times by 60 percent.

"When we were using Backup Exec, incremental backups took at least two and a half hours, if they completed at all," Taylor reports. "Now, with the DR appliances, incrementals take less than an hour — even though we're backing up a lot more data now because of the company's growth."

FILE RESTORES ARE 300 PERCENT FASTER

Restores are also significantly faster, which saves the IT team's valuable time and also improves productivity across the enterprise. "We perform one or two file-level restores nearly every day. For example, somebody will come in and say they screwed up their Excel spreadsheet and ask for an earlier version," says Taylor. "Previously, restoring just one file took at least 45 minutes because I had to search for the right tape, mount it and find the right file. With the DR appliance, I just click on the file and let it load. I'm done in less than 15 minutes, and the user can get right back to work."

ELIMINATING THE NEED FOR ANOTHER FULL-TIME IT PRO SAVES \$50K ANNUALLY

Taylor notes that moving to the DR appliances has saved the company some capital expenses because he is no longer

constantly buying tapes or replacing tape drives. However, those savings pale in comparison to the reduced operational expenses.

"By automating the entire backup process, the DR appliances eliminated the need to hire another full-time employee — saving the company \$50,000 annually," explains Taylor. "Moreover, my team now has time to focus on important projects for the business instead of constantly working on backup and recovery, which is critical in our rapid-growth industry."

RELIABILITY, DAY IN AND DAY OUT

After using the DR backup and recovery appliance for more than three years, Taylor offers perhaps the strongest praise an IT pro can give about a solution. "The Quest DR appliance has functioned flawlessly from day one," he says. "I don't have to think about it; I don't have to worry about it. It just does what it's supposed to do."

ABOUT QUEST

Quest helps our customers reduce tedious administration tasks so they can focus on the innovation necessary for their businesses to grow. Quest® solutions are scalable, affordable and simple-to-use, and they deliver unmatched efficiency and productivity. Combined with Quest's invitation to the global community to be a part of its innovation, as well as our firm commitment to ensuring customer satisfaction, Quest will continue to accelerate the delivery of the most comprehensive solutions for Azure cloud management, SaaS, security, workforce mobility and data-driven insight.

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